

TOURIST DEVELOPMENT COUNCIL MEETING  
SUMMARY MINUTES  
FEBRUARY 12, 2004 – HILTON GARDEN INN LAKE MARY

MEMBERS PRESENT:

Diane Crews – Sanford Airport Authority  
Frank Fry – Holiday Inn Altamonte  
Penny Leffel – SpringHill Suites Sanford  
M.M. “Red” McCullough – McCullough & Associates  
Bruce Skwarlo – Orlando Marriott Lake Mary  
Helen Stairs – Helen Stairs Theatre  
Steve Wolfram – Council of Local Governments

MEMBERS ABSENT:

Pat Freeman – Altamonte Springs City Commission  
Dick Van Der Weide - Board of County Commissioners

STAFF PRESENT:

Doug Barclay – Central Florida Sports Commission  
Suzan Bunn – Seminole County CVB  
Ann E. Colby – County Attorney’s Office  
Cedar Hames – Paradise Adv. & Marketing  
Jillian Koepke – Paradise Adv. & Marketing  
Fran Sullivan – Seminole County CVB  
Kathryn Townsend – Seminole County CVB

GUESTS:

Marj Badke – Comfort Inn & Suites Sanford  
Evelyn Bennett – City of Sanford  
Lou Edwards – Hilton Orlando Altamonte Springs  
Kimberly Falk – VISIT FLORIDA  
Andrea Farmer – Central Florida Zoo  
Linda Hoffman – Embassy Suites Orlando North  
Bob Hopkins – Rivership Romance  
Belinda Ortiz – CFHLA  
Linda Reynolds – Seminole Co./Lake Mary Reg. Chamber of Commerce  
Jamie Ross – Hilton Garden Inn Lake Mary  
Jim Sega – Hilton Orlando Altamonte Springs  
Jay Sheppard – Best Western Marina Hotel  
Ron Siemans – Suncor Properties  
David Steele – Comfort Inn Northeast Orlando  
Jason Weeks – Altamonte Sports

**CALL TO ORDER**

With a quorum present the meeting was called to order at 12:40 p.m. by Red McCullough, Chair. Introductions followed.

**APPROVAL OF JANUARY 8, 2004 MINUTES**

Steve Wolfram’s motion to approve the minutes of the January 8, 2004 meeting was seconded by Penny Leffel and carried.

### **VISIT FLORIDA UPDATE**

Kimberly Falk, Director of Partner Development, presented an update on the role of VISIT FLORIDA. The presentation included a quick refresher on Florida Tourism, brief history of VISIT FLORIDA and review of latest tourism conditions. Due to a steady decline in funding VISIT FLORIDA receives from a portion of the car rental surcharge, a flat marketing budget is projected for this year. A review of trends shows 92% of visitors to Florida are domestic; state hotel occupancy through October, 2003 increased 2.9% over 2002; in-state travel patterns showed a slight decline in 2002, and traffic to travel sites is spiking.

Ms. Falk briefly highlighted several of more than 30 partner benefits. Through partnerships, VISIT FLORIDA helps members leverage and extend dollars. Their award-winning marketing campaign is called “The Color of Florida.” The FLA USA web site has had 4 record-breaking weeks in 2004. *Florida’s Great Getaways*, which targets drive markets, is the in-state guide. Distribution will begin in May. Over 100 sales programs are planned this year. Ms. Falk encouraged the industry to visit [www.visitflorida.org](http://www.visitflorida.org) and noted its value as a resource. Dates to remember are Florida Tourism Day (March 9); Tourism Week (May 8-16) and Governor’s Conference on Tourism (August 8-10).

### **SPONSORSHIP APPLICATION**

**City of Sanford – 2004 Men’s ISA Slow Pitch World Series.** Evelyn Bennett informed members the City of Sanford has spent \$2 million to renovate the Sanford Memorial Stadium. This is their first bid for the ISA World Series, which will be a 3-day event at that facility in September. The anticipated number of room nights is 320, including 8 teams, family, friends and visitors. On a motion by Helen Stairs seconded by Steve Wolfram, the TDC voted unanimously to approve the requested amount of \$5,000.

### **QUESTIONS/DISCUSSION ON STAFF REPORTS**

Suzan Bunn noted the subcommittee appointed by the TDC to review promotional funding guidelines met and made a number of excellent recommendations. A revised draft incorporating their suggestions was distributed to subcommittee members. The TDC will have an opportunity to assess the document after Suzan receives the subcommittee’s comments.

Focus groups planned for the end of February have been delayed. The current research contract with Choice Communications will not be renewed due to a shift in marketing pursuits. The Bureau is waiting for approval by the BCC at their February 24 meeting to amend the contract with Paradise Advertising and Marketing, Inc. to add research to the Scope of Service.

### **OLD BUSINESS** - None.

**NEW BUSINESS** – Members received copies of the 2003-2004 Media Plan. Paradise and the Bureau are comfortable with proceeding with the media schedule in spite of the research delay. With our modest advertising budget our focus on the four-hour drive market is a logical approach. Radio buys in Jacksonville and Tampa Bay area are planned. Information will be going out to the industry in the very near future regarding two partnership opportunities targeting group business. The first is a regional buy in the MNI Executive Network (7 magazines in 3 major markets.) The second opportunity with *Florida Trend* is an “out of the box” direct mail campaign targeting Florida associations and government meeting planners. Other partnership opportunities will be offered as they arise.

### **GENERAL DISCUSSION/ANNOUNCEMENTS** –

Jason Weeks announced the USA Softball Women’s Olympic team will be in town the first week in March to train at Merrill Park. They will return the end of July before their big send-off to the Olympics.

Red McCullough offered to assist with weekend occupancy and encouraged hoteliers to advise him of vacancies at their properties so he can get the word out via the internet.

### **NEXT MEETING DATE AND LOCATION** – March 11, 2004, Central Florida Zoo, Sanford.

**ADJOURNMENT** - There being no further business, the meeting was adjourned by the Chair at 1:15 p.m.